
AMIRATA SAMARI

PROFILE



Senior Fashion designer with an international background and 11 years of experience. A big part of my work experience is build up from Italian and International high street brands and some luxury brands. I took care of womenswear and childrenswear collections.

EDUCATION

Fashion Design at NID (*Nuovo Istituto del Design, Perugia Italy*)

Graded in: Fashion design, CAD, pattern making, marketing, fashion-history, fabric- and fiber classification, textile design, technical specs and flatwork.

Fashion Design & Fine Arts course at CCAD (*Columbus College of Art&Design*)

Art History, Costume and Cultural Heritage UNIPG (*University of Studies of Perugia , Italy*)

EXPERIENCE

SENIOR FASHION DESIGNER AT **ESPRIT** – GERMANY– **2016-2017**

Esprit is an international fashion brand founded in San Francisco in 1968.

Effortless style, authenticity and easy-going living are at the heart of the brand's philosophy. These positive values shine through at every level, from the laid-back tailoring to the made-to-last quality, use of natural materials and responsible production. My duties as Light Knits women Designer goes from capturing market trends and newness in color, quality fabrics and shapes, and expressing them in the effortless, relaxed and comfortable Esprit style. Working in a team of 17 Designers I am in charge of sketching the mainline styles for each collection reporting each development steps to my head Designer.

Esprit has a presence in 40 countries with 761 directly managed retail stores and over 6,332 wholesale points of sale, including franchise stores and sales spaces in department stores.

ACQUIRED COMPETENCIES IN :

Womenswear, Light knitwear, Graphic Design, Textile Design

.....

FREELANCE FASHION DESIGNER – ITALY – **2014-2016**

I worked with the following Italian companies bringing my professional expertise in helping the design team to create innovative collections

LUbyLU AW14 - SS15 Collections Womenswear

SUMMIT SS15 Collection Menswear / Womenswear

PiccoloFirenze AW16 Collection Childrenswear

ME&me SS16 Childrenswear Collection / Womenswear

JANE WITT SS17 Womenswear Collection

.....

FASHION DESIGNER & TREND HUNTER AT GRUPPO TEDDY (TERRANOVA)
ITALY – 2011-2014

Terranova is an internationally known Italian high street brand with more than 700 shops around the world. The collections target a young and trendy client. The Creative work Team I took part in was in charge of the ready to wear or flash collections produced in Turkey. During my years of activity at this company, my responsibilities grew from being a Junior Fashion Designer to a Senior Designer. My tasks were mainly trend research in the fashion capitals of the world including New York, London, Milan, Los Angeles, Paris, Tokyo and Seoul. Providing the company with a full review and analysis of the latest and upcoming trends. I Developed inspirational mood boards and color palettes and gave directions to the design team for each collection. I selected new fabrics, trims and accessories for each garment. designed and sketched the collection by hand or using Photoshop or Illustration , specially for the technical specs and flatwork. I created prints for textile, embroideries and graphics. I also gave directions to the graphic designers for completing each project. In this process I was always in contact with the suppliers and production companies in Turkey for the designs specifications, making regular trips to Istanbul and Izmir. I was in charge of attending every fitting session and giving my advice to the pattern makers in correcting the prototypes to better suit the design aesthetic. I was in direct contact with the styling office for directions and suggestions for each lookbook and Campaign.

ACQUIRED COMPETENCIES IN :

Womenswear (high street retail), Woven , Jersey, knitwear, Denim, Graphic Design,
Textile Design

.....

FASHION / GRAPHIC DESIGNER - FRAEMA SRL - ITALY– 2009-2011

Fraema srl is a company based in Umbria producing high end made in Italy garments. In this company I was responsible for creating mood boards and giving the other graphic designer thematic directions for each collection. I developed the entire collections sketched by Photoshop. I was responsible for each garment development by also selecting the fabrics and the accessories provided by the Swarovski crystalized elements. I attended each fitting sessions together with the pattern makers and made sure that each prototype meets the design aesthetic. I was personally in charge of each lookbook and photo shoot for each AD Campaign and occasionally I was in charge of giving stylistic directions for the VOGUE Ads I attended at each PITTI Immagine Bimbo fair in Florence being in direct contact with the clients ,buyers and the press. From 2010 The company started a new Cashmere line and I was in charge of the color palette and designing the entire collection.

ACQUIRED COMPETENCIES IN :

ChildrenWear and Womenswear - Jersey- Knitwear (Cashmere and Lambswool) -
Woven - Denim- Graphic Design-

FASHION DESIGNER - LUNATIC SRL - ITALY- 2005-2009

Lunatic srl is company producing a made in Italy high collections retailing in all Italy. In my time working there my role went from Junior Designer to Head/Senior Designer working very closely together with the Art Director of the brand.

My Duties went from a very accurate study of the runway collections to making a fast translation into commercial garments. I sketched the entire collection and from 2008 was responsible for Designer team reporting to me.

I chose each fabric and trims for the collection by making very frequent trips to production companies in Florence .

I was responsible for directing each photo shoot session and choosing the layout for each lookbook.

ACQUIRED COMPETENCIES IN : Womenswear, Jersey, Woven, Knitwear, Denim,
Graphic Design, Textile Design, Accessories.

SKILLS

Excellent Adobe **Photoshop** and **Illustrator** knowledge
talented in **free hand** sketching

Commercial edge - understands market movements, change and trend development.

Fluent **English**- TOEFL and C1-University level

mother tongue **Italian**

good knowledge of **Spanish**